

ground of stakeholders and expand the "solution space" for community-based fire mitigation efforts.

The process of educating and engaging a community in fire mitigation processes is complicated. We present some of the unusual techniques that were used to "sell" fire modeling not only to our WUI community but also to fire management professionals and fire modelers. As we look to the future, we continue to explore how modeling can change the dialogue in WUI fuel conflicts. We conclude with a 3D dynamic fire simulation with the NIST WFDS model. This model is truly amazing; don't miss it.

The Importance of Strategic Communication for Measuring Public Risk Acceptance and Support for Fuels Treatment

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Previous research has identified many of the factors that predict public support for fuel management, leading to a focus on improving communication with individual communities by addressing issues of trust and citizen participation. Much less focus has been placed on individual beliefs about fire and fuel management and potential cognitive biases that may influence those beliefs. A study conducted with residents of the Lake Tahoe Basin aimed to explore two common factors in risk communication and decision science that are known to drive individual decisions about risk: affect and loss aversion. Study 1 presents the results of a survey analysis aimed at understanding how knowledge, perceived risk and affect influence individual support for fuel management. The results indicate that affect and risk perception were both unique predictors of support for prescribed burning and mechanical thinning. In addition to designing communications to address perception of risk, these results highlight the importance of terminology that elicits positive images associated with fuels treatment in order to increase public support. Study 2 presents the results of an experimental analysis aimed at understanding the effect of different communication frames on risk acceptance and individual choice. The results indicate that framing fuel management efforts as necessary to restore "lost" forest health (as opposed to maintaining or improving forest health) will increase tolerance for the risks associated with forest and fuel management. Strategic communication for public audiences should account for the powerful influence of positive versus negative affective responses and other well-known framing effects to ensure that the recipients of the communication effort are developing their preferences for management in an environment free of common human biases in judgment. Focusing on the restoration of losses is an effective frame for communication if the goal is to increase tolerance for the risks inherent in forest management, while eliciting positive affective images of fuels treatment (i.e., healthy forests, reduced future risk) can lead to greater support.

Best Practices for Interacting with the Public About Wildland Fire: Key Findings from Interviews

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Interviews were conducted with public information and line officers about wildland fire communications with the public. The goal of these interviews was to determine the best practices and most useful content and format for an annotated bibliography about external wildland fire communications, i.e., does the current literature reviewed address the issues of greatest interest

to the intended user-groups. Interviews were primarily conducted over the telephone and interviews lasted approximately 45-60 minutes. Interviewees were selected through a snowballing technique (i.e., asking for further contacts) and respondents represented different federal, state and local agencies as well as different United States geographic areas. Basic content analysis techniques were used to find common themes and insightful feedback. In sum, 44 interviews were conducted. Key results about communicating with the public were 1) Local communities are most receptive to wildland fire information during incidents yet the public response is more positive if relationships are built prior to the fire season. 2) The most effective tool is face to face, personal communication with the public and it is important to keep that personal touch with growing technology such as social media. 3) Working with local agencies will help communication officers coming into new to geographic areas. Key results for how to format the bibliography include 1) Keep the bibliography as short and concise as possible. 2) Communications and line officers new to the field of wildland fire may not know about the local fire ecology. It is important to have these officers know this information in order to gain trust from the public. 3) Further research can be done for comparing wildland fire communications with other emergency response incidents. These findings highlight the key issues and concerns managers face when interacting with the public. Also, these interviews provide a summary of how information about communicating with the public may be best received from these likely end users.